

CDC Outreach for Tick-Borne Disease Prevention

- Includes IPM, though traditionally focused more on personal prevention
- New “toolkit” coming
 - Trail signs, PSAs, fact sheets for various audiences
- Studies ongoing to better document IPM/household strategies



Challenges to Outreach for Tick IPM

- Understanding and perception of risk
 - 20% of respondents in Lyme endemic areas didn't know ticks spread LD near them
- Moving from knowledge to action
- Prevention options not always clear
- Fear/discomfort with methods
 - Environmental effect of pesticides
 - Only ~50% of respondents would use currently available acaricides to reduce ticks (10% were doing so)
 - Studies suggest willingness to pay for service is <\$100



Outreach Research and Implementation Needs

- Better understanding of barriers to household IPM
 - Landscaping, acaricide etc
- Development of methods acceptable to consumers
 - Multidisciplinary teams
- Use of social marketing and other strategies to increase movement from knowledge to action

